

ORDER



KSNV

Orders	Order / Rev:	104411	
	Alt Order #:	06832078	
	Product Desc:	HELLER FOR SENATE	
	Estimate:		KSNV
	Flight Dates:	09/12/12 - 09/18/12	Amy McCreary
	Original Date / Rev:	07/18/12 / 10/01/12	BLPHI
	Order Type:	GENERAL	National
Agency	Name:	Strategic Media Services, Inc.	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		3299 K St. NW	EOM/EOC
		Washington, DC 20007	15%
Advertiser	Name:	Heller, Dean for U.S. Senate	<i>Revised</i>
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/18/12	75	\$41,975.00	\$35,678.75	September 2012	75	\$41,975.00	\$35,678.75	0.00
					Totals	75	\$41,975.00	\$35,678.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

KSNV	29%	\$41,975.00
Market	100%	\$144,741.38

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,632.76
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,053.45
KTUD	1%	\$1,447.41
KVUU	24%	\$34,737.93
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,894.83

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Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM		3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	--WTF--		3	\$185.00		0.00						
E 2	KSNV	09/17/12	09/18/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	2	\$185.002	0.00	NM		2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$185.00		0.00						
E 3	KSNV	09/17/12	09/18/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$450.00		0.00						
E 4	KSNV	09/12/12	09/14/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	--WTF--		3	\$450.00		0.00						
E 5	KSNV	09/12/12	09/14/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002	0.00	NM		3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	--WTF--		3	\$550.00		0.00						
E 6	KSNV	09/17/12	09/18/12	Today Show	CM	658a-9am	MT-----	:30	2	\$550.002	0.00	NM		2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$550.00		0.00						
E 7	KSNV	09/18/12	09/18/12	M-F Today Show II 3rd HOM	9-10a		-T-----	:30	1	\$200.002	0.00	NM		0	\$0.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	-T-----		1	\$200.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	09/17/12-09/23/12	M-F Today Show II 3rd Hr	9-10a			-T-----	:30	(:30)	(\$200.00)	0.00	NM			
Credited															
[credit]															
E 8	KSNV	09/12/12	09/14/12	M-F Today Show II 3rd HOM	9-10a		--W-F--	:30	2	\$200.002	0.00	NM		2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	--W-F--		2	\$200.00		0.00						
E 9	KSNV	09/12/12	09/14/12	M-F Today Show III 4th IBM	10am-11am		--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/10/12	09/16/12	--WTF--		3	\$200.00		0.00						
E 10	KSNV	09/17/12	09/18/12	M-F Today Show III 4th IBM	10am-11am		MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$200.00		0.00						
E 11	KSNV	09/17/12	09/18/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$275.00		0.00						
E 12	KSNV	09/12/12	09/14/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	MT-----		2	\$275.00		0.00						

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	3	\$275.00	0.00										
E 13	KSNV	09/12/12	09/14/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
PHIL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	3	\$300.00	0.00										
E 14	KSNV	09/17/12	09/18/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
PHIL															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-----	2	\$300.00	0.00										
E 15	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00	
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-----	2	\$350.00	0.00										
E 16	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00	
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	3	\$350.00	0.00										
E 17	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00	
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	3	\$450.00	0.00										
E 18	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00	
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-----	2	\$450.00	0.00										
E 19	KSNV	09/17/12	09/18/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-----	4	\$725.00	0.00										
E 20	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.00	2	0.00	NM	4	\$2,900.00
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	6	\$725.00	0.00										
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length		Rate	Rtg	Type				
1	KSNV	09/10/12-09/16/12	M-F Early News Credited [credit]	5-630p	--WTF--	--wThF----	:30		(\$725.00)	0.00	NM				
5	KSNV	09/10/12-09/16/12	M-F Early News Credited [credit]	5-630p	--WTF--	--wThF----	:30		(\$725.00)	0.00	NM				
E 21	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
JEP															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	--WTF--	3	\$725.00	0.00										
E 22	KSNV	09/17/12	09/18/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEP															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/17/12	09/23/12	MT-----	2	\$725.00	0.00										
E 23	KSNV	09/17/12	09/18/12		CM	7-730pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel															
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		2			\$725.00			0.00			
E 24	KSNV	09/12/12	09/14/12	M-F Wheel	CM	7-730pm			--WTF--	:30	3	\$725.002	0.00	NM	3 \$2,175.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3			\$725.00			0.00			
E 25	KSNV	09/12/12	09/14/12	FacetoFace/Ralston Rep CM	CM	730-758pm			--WTF--	:30	3	\$400.002	0.00	NM	3 \$1,200.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3			\$400.00			0.00			
E 26	KSNV	09/17/12	09/18/12	FacetoFace/Ralston Rep CM	CM	730-758pm			MT-----	:30	2	\$400.002	0.00	NM	2 \$800.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		2			\$400.00			0.00			
E 27	KSNV	09/13/12	09/13/12	M-F News 3 at Eleven	CM	11pm-1135pm			---T---	:30	1	\$750.002	0.00	NM	1 \$750.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		1			\$750.00			0.00			
E 28	KSNV	09/17/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm			M-----	:30	1	\$750.002	0.00	NM	1 \$750.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1			\$750.00			0.00			
E 29	KSNV	09/15/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm			-----SS	:30	2	\$750.002	0.00	NM	2 \$1,500.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2			\$750.00			0.00			
E 30	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY	CM	6a-7a			-----S-	:30	1	\$200.002	0.00	NM	1 \$200.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1			\$200.00			0.00			
E 31	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm			-----S-	:30	2	\$350.002	0.00	NM	2 \$700.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		2			\$350.00			0.00			
E 32	KSNV	09/16/12	09/16/12	Sunday Today	CM	7a-8am			-----S	:30	1	\$625.001	0.00	NM	1 \$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1			\$625.00			0.00			
E 33	KSNV	09/16/12	09/16/12	NFL Football	CM	1P-9PM			-----S	:30	1	\$8,000.002	0.00	NM	1 \$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1			\$8,000.00			0.00			
E 34	KSNV	09/16/12	09/16/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a			-----S	:30	1	\$200.002	0.00	NM	1 \$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1			\$200.00			0.00			

Totals

75

\$41,975.00